

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 07036 130805Z  
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
-----131038Z 094760 /23-12

P R 130745Z MAY 77  
FM AMEMBASSY TOKYO  
TO USDOC USTS WASHDC PRIORITY  
INFO SECSTATE WASHDC 7726

UNCLAS TOKYO 7036

STATE EAJ

E.O.11652: N/A  
TAGS: ETRD  
SUBJECT: JAPAN JOINT PROMOTION WITH PAN AM

SUMMARY: OUTLINES JOINT USTS/PA 50TH ANNIVERSARY TIE-IN  
PROMOTION POSSIBILITIES FOR JAPAN. END SUMMARY.

JW-7-444 RE WJ-7-181-MFO.

1. HAVE INITIATED DISCUSSION WITH PA/TOKYO AND FOUND HIGH LEVEL  
OF ENTHUSIASMS FOR VARIOUS COOPERATIVE OPPORTUNITIES. FYI,  
1977 MARKS THREE MILESTONES OF PA SERVICE TO AND FROM JAPAN.  
(A) 10TH ANNIVERSARY OF SERVICE TO GUAM, (B) 30TH ANNIVERSARY OF  
SERVICE TO JAPAN, AS WELL AS, (C) PA'S 50TH ANNIVERSARY.

2. AMONG OTHER POSSIBILITIES, WE HAVE DISCUSSED SIMILAR TIE-INS  
IN DEPARTMENT STORE PROMOTIONS, USE OF USTS AUDIO VISUAL SHOWS,  
AND POSSIBLE TV CREDITS OF A PA TOGETHER WITH USTS WHEN PA CARRIES  
TV CREWS ON VISIT USA FAMTOUR PROJECTS.

3. SINCE AMBASSADOR MANSFIELD HAS NOT YET ARRIVED, NO ONE  
AT THE EMBASSY IS IN A POSITION TO COMMENT ON HIS POLICY  
REGARDING THE USE OF THE EMBASSY TO HOST A BLACK TIE RECEPTION ON  
FUNCTION OF THE TYPE YOU REFER TO IN THE ABOVE REFERENCED  
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CABLE. IT IS THOUGHT THAT HE WILL ARRIVE SOMETIME DURING  
THE FIRST HALF OF JUNE. WE WILL FOLLOW THROUGH AND KEEP YOU  
INFORMED.

4. AS FOR POSSIBLE DATES SHOULD AN EMBASSY RECEPTION OR OTHER  
GALA RECEPTION BE FEASIBLE, WE AND PA AGREE ON THE FOLLOWING  
DATES IN ORDER OF PRIORITY, (A) OCTOBER 11 THROUGH OCTOBER 14,

(B) SEPTEMBER 12 THROUGH 14. FYI. SEPTEMBER 15TH AND OCTOBER 10TH ARE JAPANESE HOLIDAYS.

5. WE SUGGEST THAT YOU AND PA EXPLORE POSSIBILITY OF PRODUCING IN QUANTITY A SUITABLE CERTIFICATE OF APPRECIATION TO BE PRESENTED ON THE OCASION OF PA'S 50TH ANNIVERSARY OF INTERNATIONAL TRAVEL AGENCIES, WHOLESALERS, INDIVIDUALS, ETC. WE WOULD HOPE THAT THE CERTIFICATES COULD BEAR THE SIGNATURES OF PA'S CHIEF EXECUTIVE OFFICER AND THE ASST. SECRETARY OF COMMERCE FOR TOURISM. PERHAPS SOMETHING SIMILAR IN CONCEPT TO OUR LOCALLY PRODUCED BICENTENNIAL CERTIFICATES SIGNED BY THE AMBASSADOR AND THE ASST. SECRETARY WOULD BE SUITABLE.

6. WE WILL SUBMIT ADDITIONAL TIE-IN POSSIBILITIES AS WE CONTINUE TO GENERATE ADDITIONAL IDEAS.  
SHOESMITH

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## Message Attributes

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**Channel Indicators:** n/a  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Subject:** JAPAN JOINT PROMOTION WITH PAN AM SUMMARY: OUTLINES JOINT USTS/PA 50TH ANNIVERSARY TIE-IN PROMOTION  
POSSIBILITIES FOR JAPAN. END SUMMARY.  
**TAGS:** ETRD, EAIR, US, JA, PANAM  
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**Review Markings:**  
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